

NEW YORK  
in a nutshell

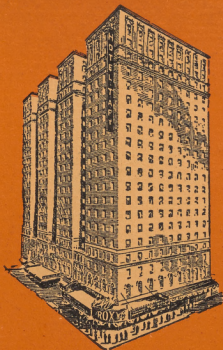
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**HOTEL** **T A F T**  
**NEW YORK**

7th Avenue at 50th St., Adjoining Roxy's





# HOTEL **TAFT**

2000 rooms—from \$2.50 with bath



Times Square, looking north from 46th Street.

**T**IMES SQUARE, where pulses quicken to the dazzling lights, the eager throngs, theatres and night clubs . . . where gaiety and excitement defy the dawn. Ten thousand and one sights not to be found in any other city in the world. Here even an aimless stroll is a glamorous adventure.

**. TIMES SQUARE .**



## ... LOCATION ...

Within a few steps are theatres, housing plays the world talks about; around the corner are New York's smartest shops; terminals and business districts are almost at the door. The Hotel Taft, adjoining the Roxy Theatre, is surely the most convenient spot in town . . . for practically all New York's activities revolve around the Taft.



Typical theatre streets off Times Square.

**T**HE New York theatres, where the talent of the world makes its American debut. Spiced with infinite variety beyond compare. Within a few blocks there are more than 60 legitimate theatres, Madison Square Garden, and a score of motion picture palaces, whose mission is but to entertain you.

# . THEATRES .

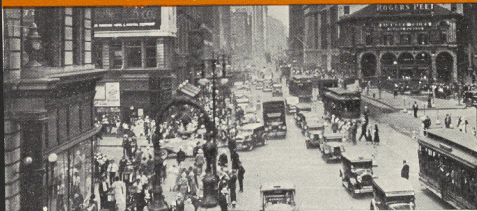


## ... COMFORT ...

Your luxurious private room at the Taft is restfully decorated and furnished. Every conceivable comfort has been provided to make you feel thoroughly at home away from home. And in the soft-cushioned divans of the Taft lobbies you may relax amidst pleasant surroundings.



Fifth Avenue shopping scene



Shopping Centre, 34th Street and Broadway

**S**HOPPING in New York . . . a lifetime thrill for any woman! Fifth Avenue . . . Fifty-Seventh Street . . . Thirty-Fourth Street . . . Forty-Second Street . . . great department stores whose annual volume of business reaches one hundred million dollars . . . an endless treasure-trove for the woman who loves to shop.

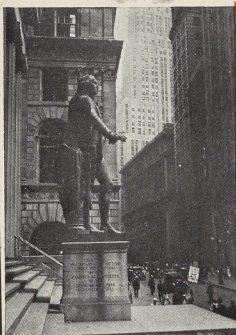
. SHOPS .



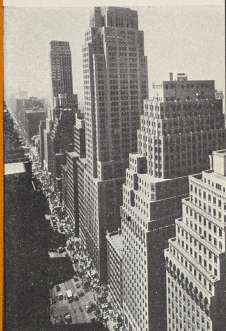


## ... ECONOMY ...

Our guests at the Taft enjoy a luxuriously appointed room and bath as low as \$2.50 a day. But the economical price is only a part of our achievement. What the guest receives in the way of personal and unusual services at this price is something to be long remembered.



Sub-Treasury steps, facing Wall Street.



Garment Center architecture, midtown.

**F**ROM all over the world business men come to Wall Street on financial affairs, to Broadway on "show business," or to the Garment Center for fashions. Publishing, manufacturing, marketing, in fact every important industry and business has its own special locality in Midtown or Downtown New York.

**. BUSINESS .**



## GUEST SECRETARIAL SERVICE Without Charge

Make your New York visit easy and carefree. Dictate your mail, reports, notes, business and personal communications to a capable Hotel Taft secretary. This unique service is yours . . . cheerfully given without charge.



Sport of kings, Belmont Park.



Three Big League diamonds.



Stadiums for big college games.



Madison Square and other boxing arenas.

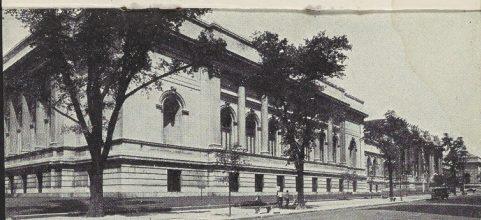
**M**ADISON SQUARE GARDEN, where boxing champions meet . . . where wrestlers struggle and bike racers speed. The Polo Grounds and Yankee Stadium . . . Jamaica, Belmont Park. Horse racing, hockey, football, soccer . . . whatever sport you favor is in New York.



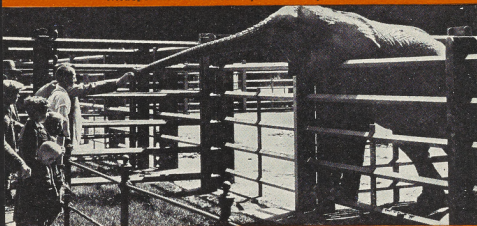


## . . . CUISINE . . .

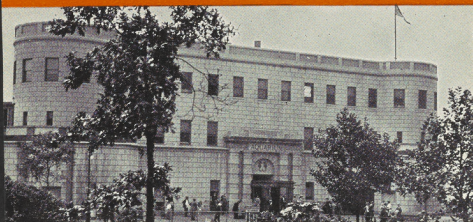
At the Hotel Taft, famous chefs prepare savory dishes to tempt the appetite and delight the palate. In the spacious Taft Grill, the Coffee shop and Tea Room, a delicious snack, or a meal to satisfy the epicure . . . served at modest prices. Shore Dinner or regular steak dinner served in the Grill for only \$1.50.



Metropolitan Museum of Art, 5th Avenue, from 80th to 84th Streets.



Zoos, Central and Bronx Park.



Aquarium at the Battery.

**D**EEP sea oddities at the Aquarium . . . strange animals from the four corners of the world at Central and Bronx Parks. Botanical Gardens, too. A wealth of culture in the Metropolitan Museum of Art, the Museum of Natural History, the New York Public Library.

## . MUSEUMS *and* GARDENS .



## SHOPS and BUREAUS

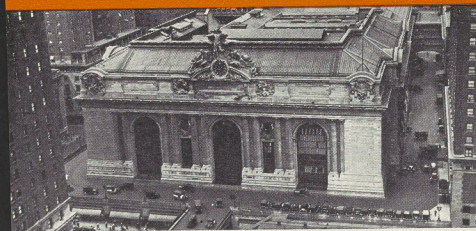
Many of the things you'll want to buy, such as theatre tickets, newspapers, books and magazines, jewelry and flowers, haberdashery, shoes, cosmetics and toilet goods . . . you can get at the Taft without leaving the hotel. A Travel Information Bureau is another service for the guest. In fact, you'll find shops and services galore at this great hotel.



The famous Leviathan docks.



Looking down on Penn Station



Impressive Grand Central Station

**T**HE New York Terminals . . . gateways to the world. Here, trains of all great railroads of the continent continue your trip north, south, east or west. Here, famed ocean greyhounds daily slip out of the world's greatest piers, carrying cosmopolitan throngs to Southampton and Singapore, Nova Scotia and New South Wales, Europe and Egypt . . . every port o' call.

**. TERMINALS . PIERS .**





## ... SERVICE ...

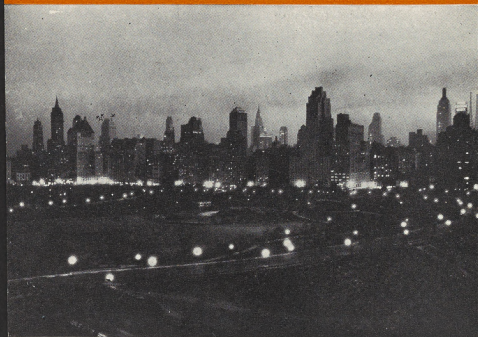
A personnel of one thousand trained employees at your command. That's a lot of people . . . but we need all of them to maintain the standards of service that have been set for the Hotel Taft. Every member of the staff is personally interested in rendering those seemingly trivial, yet really important extra attentions that make for fine living.

As a thoughtful touch each departing guest is presented with a standard work of fiction.





The downtown skyline from the Hudson.



Midtown skyline from Central Park.

**T**HE inspiring outline of midtown New York, where towering edifices from unbelievable heights look down disdainfully on seventy, sixty and fifty story buildings. The silhouette of lower New York viewed from a ship steaming through the Narrows. From all over the world millions come to carry away the glorious memory of its splendor . . . the New York skyline, true symbol of our present age.

. SKYLINES . SKYSCRAPERS .

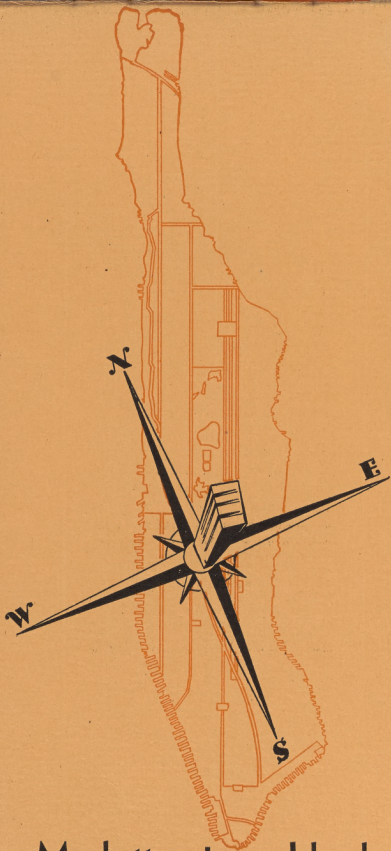


## under exacting BING *and* BING management . . .

Probably the best known, most highly regarded management in the field of hotel and apartment operation. Responsible for the impeccable standards of the Hotel Taft. In the vast organization of Bing & Bing are men of unlimited experience and knowledge. Naturally, fine living has become an art at the Hotel Taft.

# HOTEL TAFT





**Manhattan is an Island  
surrounding The TAFT**





AVERY  
CLASSICS  
F  
123623  
H6795  
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# DAILY RATES

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Single Room (Running Water)	
Bath Adjacent . . . . .	\$2.00
Single Room Private Bath . . .	\$2.50, 3.00, 3.50
Double Room (Running Water) .	
Bath Adjacent . . . . .	\$3.00
Double Room Private Bath . . .	\$3.50, 4.00, 4.50
Twin Bedded Room Private Bath .	\$4.00, 5.00, 6.00
Two Connecting Rooms	
Private Bath-Double Bed in One	
Room-Single Bed in One Room	
Two Persons . . . . .	\$5.00, 6.00, 7.00
Three Persons . . . . .	\$6.00, 7.00, 8.00
Suites-Parlor Bedroom and Bath	
Two Persons . . . . .	\$8.00
Three Persons . . . . .	\$9.00

*An Appreciable Reduction on  
Weekly Rates*

## TAFT GRILL

Club Breakfasts . . . . .	30c., 45c., 60c., 75c
Luncheon . . . . .	80c
Saturday Luncheon With Dance Music . .	\$1.00
De Luxe Dinner - Music - Dancing . . .	\$1.50
Taft Shore Dinner - Music - Dancing . . .	\$1.50

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